

## ORDER



**Orders**  
**Order / Rev:** 701925 - 1  
**Alt Order #:** 06251520  
**Product Desc:** AMERICAN CORSSROADS  
**Estimate:** 692  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 07/24/12 / 09/21/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Crossroads Media/ POL  
**Buying Contact:** Emily Milhoan  
**Billing Contact:**  
 66 Canal Center Plaza Suite 500  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Crossroads  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	80	\$116,600.00	\$99,110.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	80	\$116,600.00	\$99,110.00	0.00
<b>Totals</b>	<b>80</b>	<b>\$116,600.00</b>	<b>\$99,110.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTSP-TV	23%	\$116,600.00
Market	100%	\$506,956.52

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	21%	\$106,460.87
WFTS	21%	\$106,460.87
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	30%	\$152,086.96
WVEA	0%	\$0.00
WWSB	5%	\$25,347.83
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/08/12	10/08/12	5-530a	CM	5-530a	M- - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
5-530a 10 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M- - - - -			1			\$400.00		0.00			
2	WTSP	10/02/12	10/05/12	5-530a	CM	5-530a	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
5-530a 10 News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 701925 - 1  
 Alt Order #: 06251520  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CORSSROADS  
 Estimate: 692  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTSP	10/02/12	10/05/12	5-530a 5-530a 10 News	CM	5-530a	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	3		\$400.00		0.00						
3	WTSP	10/08/12	10/08/12	530-6a 530-6a 10 News	CM	530-6a	M - - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$600.00		0.00						
4	WTSP	10/02/12	10/05/12	530-6a 530-6a 10 News	CM	530-6a	- TWTF - -	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	3		\$600.00		0.00						
5	WTSP	10/08/12	10/08/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M - - - - -	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$700.00		0.00						
6	WTSP	10/02/12	10/05/12	M-F 6-7a 6-7a 10 News	CM	6-7a	- TWTF - -	:30	3	\$700.00	P-2	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	3		\$700.00		0.00						
7	WTSP	10/08/12	10/08/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	M - - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$800.00		0.00						
8	WTSP	10/02/12	10/05/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$800.00		0.00						
9	WTSP	10/08/12	10/08/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	M - - - - -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$800.00		0.00						
10	WTSP	10/02/12	10/05/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	- TWTF - -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$800.00		0.00						
11	WTSP	10/08/12	10/08/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	M - - - - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$400.00		0.00						
12	WTSP	10/02/12	10/05/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A	- TWTF - -	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$400.00		0.00						
13	WTSP	10/08/12	10/08/12	Price Is Right Price Is Right	CM	11a-12p	M - - - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$1,800.00		0.00						
14	WTSP	10/02/12	10/05/12	Price Is Right Price Is Right	CM	11a-12p	- TWTF - -	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	- TWTF - -	4		\$1,800.00		0.00						
15	WTSP	10/08/12	10/08/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M - - - - -	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	M - - - - -	1		\$1,800.00		0.00						
16	WTSP	10/02/12	10/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- TWTF - -	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 701925 - 1  
 Alt Order #: 06251520  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CORSSROADS  
 Estimate: 692  
**WTSP-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WTSP	10/02/12	10/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	- TWTF--	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$1,800.00			0.00			
17	WTSP	10/08/12	10/08/12	Y&R Young and the Restless	CM	1230-130p	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$2,200.00			0.00			
18	WTSP	10/02/12	10/05/12	Y&R Young and the Restless	CM	1230-130p	- TWTF--	:30	4	\$2,200.00	P-2	0.00	NM	4	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$2,200.00			0.00			
19	WTSP	10/08/12	10/08/12	M-F 2-3p The Talk	CM	2-3p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$1,200.00			0.00			
20	WTSP	10/02/12	10/05/12	M-F 2-3p The Talk	CM	2-3p	- TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$1,200.00			0.00			
21	WTSP	10/08/12	10/08/12	M-F 5-530p 5-530p 10 News	CM	5-530p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$1,100.00			0.00			
22	WTSP	10/02/12	10/05/12	M-F 5-530p 5-530p 10 News	CM	5-530p	- TWTF--	:30	4	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$1,100.00			0.00			
23	WTSP	10/08/12	10/08/12	M-F 530-6p 10 News at 530p	CM	530-6p	M-----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$1,100.00			0.00			
24	WTSP	10/02/12	10/05/12	M-F 530-6p 10 News at 530p	CM	530-6p	- TWTF--	:30	4	\$1,100.00	P-2	0.00	NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$1,100.00			0.00			
25	WTSP	10/08/12	10/08/12	M-F 6-630p 6-630p 10 News	CM	6-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$2,000.00			0.00			
26	WTSP	10/02/12	10/05/12	M-F 6-630p 6-630p 10 News	CM	6-630p	- TWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--		4			\$2,000.00			0.00			
27	WTSP	10/08/12	10/08/12	CBS Evening News CBS Evening News	CM	630-7p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$2,000.00			0.00			
28	WTSP	10/02/12	10/05/12	CBS Evening News CBS Evening News	CM	630-7p	- TWTF--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W-F--		2			\$2,000.00			0.00			
29	WTSP	10/08/12	10/08/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1			\$4,000.00			0.00			
30	WTSP	10/02/12	10/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- TWTF--	:30	4	\$4,000.00	P-2	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 701925 - 1  
 Alt Order #: 06251520  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: American Crossroads  
 Product Desc: AMERICAN CORSSROADS  
 Estimate: 692

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WTSP	10/02/12	10/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	- TWTF - -	:30	4	\$4,000.00	P-2	0.00	NM	4	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4				\$4,000.00		0.00			
31	WTSP	10/08/12	10/08/12	Letterman Off-time Letterman Off-time	CM	1150p-1250a	M- - - - -	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M- - - - -		1				\$1,400.00		0.00			
32	WTSP	10/02/12	10/05/12	Letterman Late Night with David Letterman	CM	1135p-1237a	- TWTF - -	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF - -		4				\$1,400.00		0.00			
33	WTSP	10/06/12	10/06/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	- - - - - S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		1				\$600.00		0.00			
35	WTSP	10/06/12	10/06/12	Sat Prime C 48 Hours Mystery	CM	Sat 10-11p	- - - - - S-	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		1				\$6,000.00		0.00			
36	WTSP	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	- - - - - S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S		1				\$2,000.00		0.00			
E 38	WTSP	10/06/12	10/06/12	Gators Special Gators Special	CM	Gators Special	- - - - - S-	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- - - - - S-		2				\$1,100.00		0.00			
													Totals	80	\$116,600.00